

I would like to comment on the "payole type" practices that are occurring between record labels and radio stations. There two entities are utilizing a "middle man" to get around the law which makes it illegal for a record label to pay a radio station directly to air their music.

I agree that this practice is in direct conflict with localism, and that the music that gets played on the radio comes from the businesses with the "deepest pockets", rather than what would be relevant to the local public.

I once worked PR for some local bands, and have seen first hand how unfair this practice is. It was impossible to get any air time at all for these bands, even though we had a huge local following at the shows. The fans would call into the stations and request songs, but they never got played. I know the stations had the CD, because I sent them myself, and even hand-delivered them to deejays. But I could never get them on a playlist. The "payola practice" effectively shut the local bands off from their fan base. I know the main motivator to this practice is money. I understand that a record company's main, and possibly only, objective is to make money, and that many radio stations, working on tight budgets, look at this practice as a source of income. But some sort of restraint should be placed into this system, so the local public is not short-changed, and the local talent has a means of advertising also. This could be viewed as a First Amendment right, and is it fair that someone have more of a right to freedom of speech because they have more money?